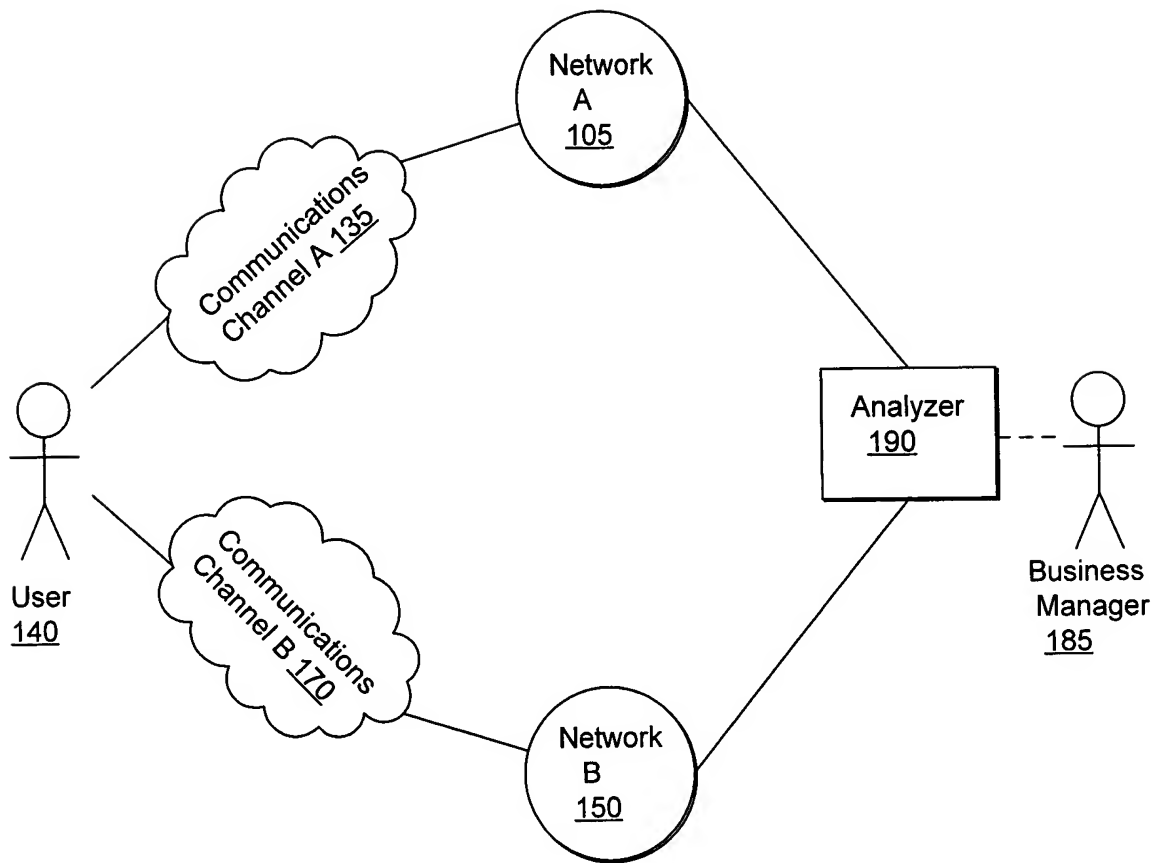


FIG. 1

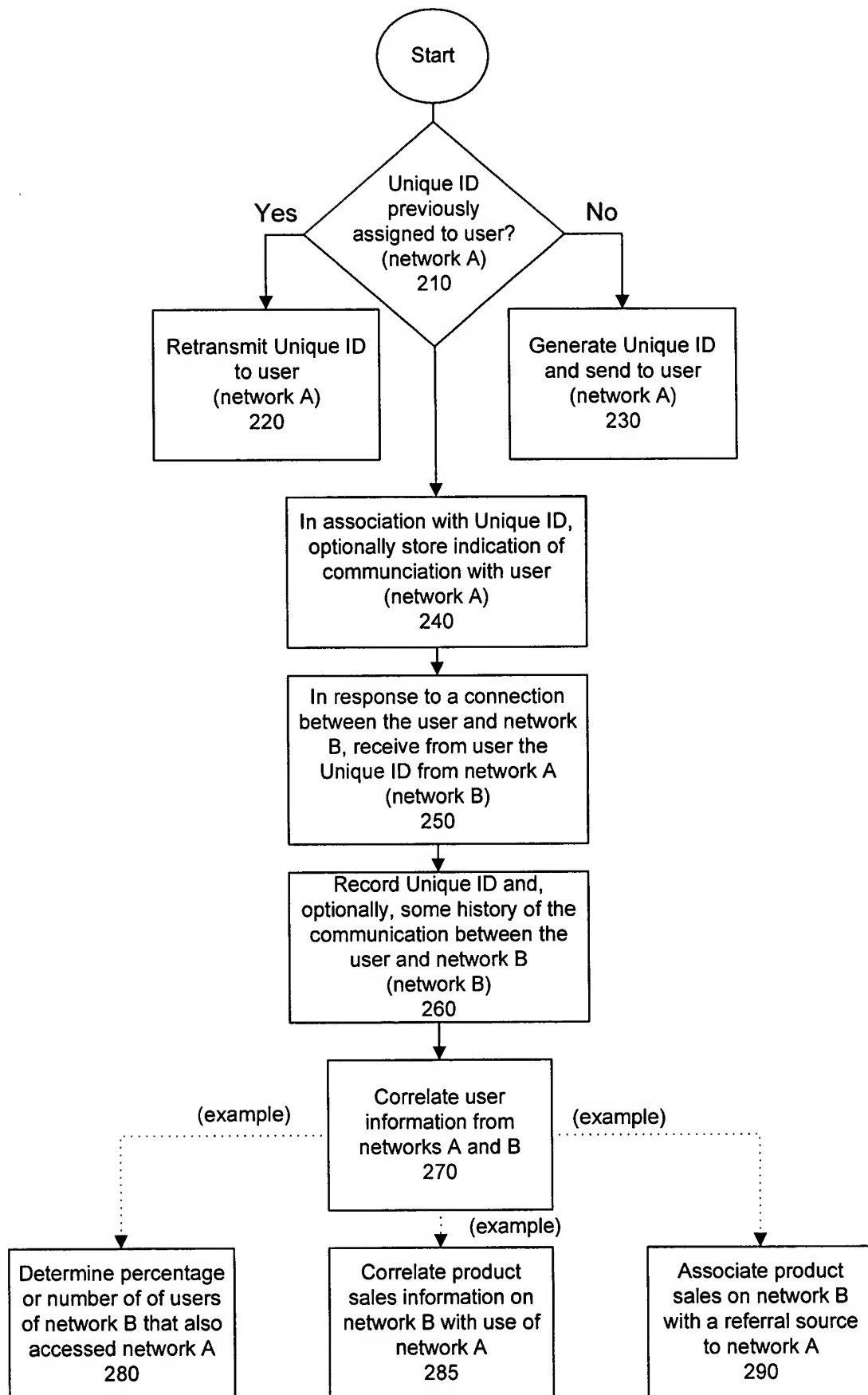


Figure 2

FIG. 3

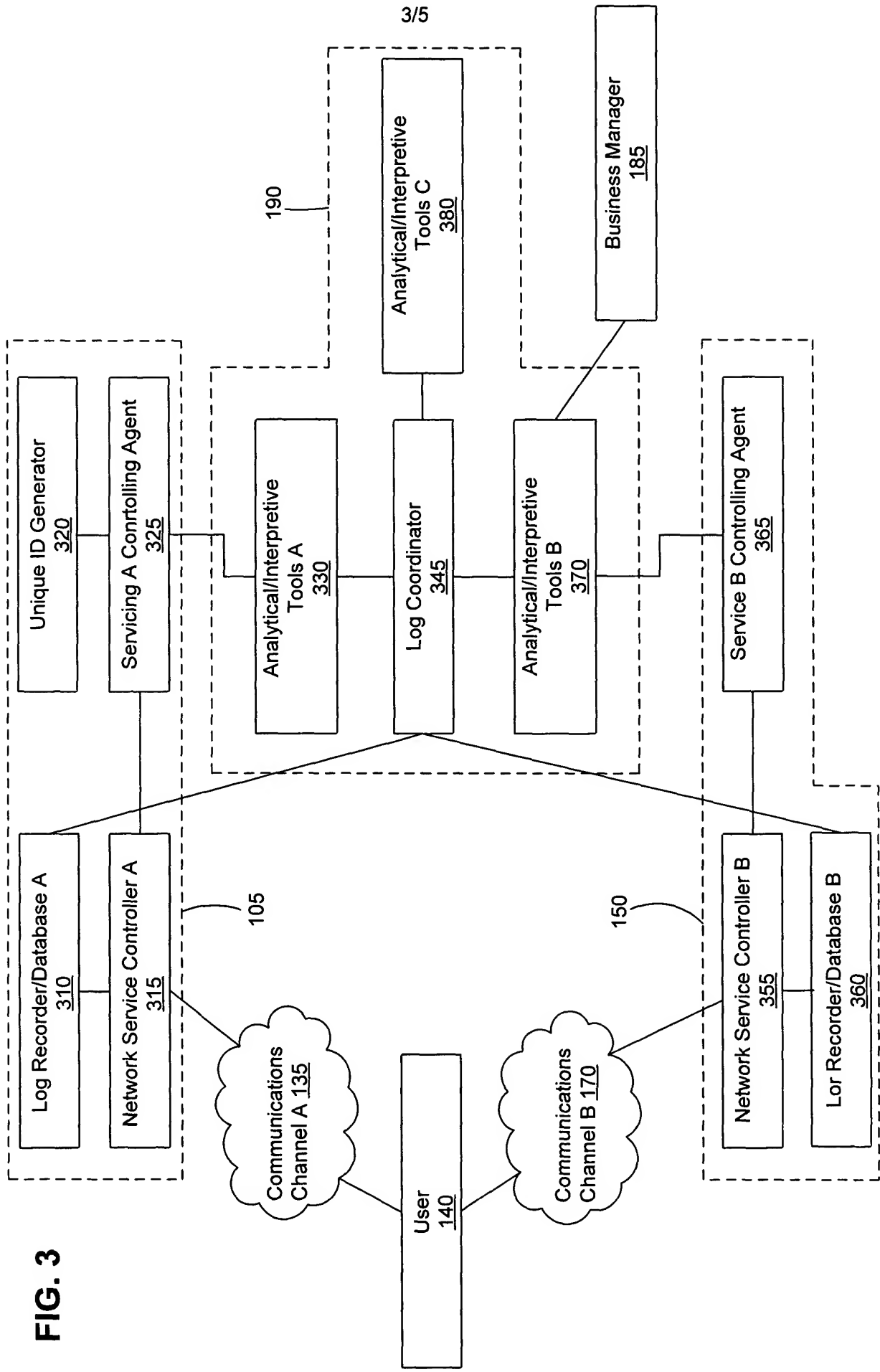


FIG. 4

Office Etail Store

Viewing data for Webcode 1Z57Q

430

440

Interests

Products Viewed Recently

Orders Placed

percentage interest
16.67% Office Furniture
12.50% Office Supplies
12.50% Office Software
12.50% Staples
8.33% Fax Machines
8.33% Cardboard Boxes

Item 001: Brand ABC Cardboard Box
 Item 002: Brand DEF Stapler
 Item 003: Brand GHI Flower Arrangement
 Item 004: Brand DEF High-Capacity Stapler
 Item 005: Love by Boss Mug

None

410

Event Log

Go to

page

1

of 2

Next Page

eventdate	time ago	event	eventlink
2003-05-02 16:10:32	0 hours, 3 mins	category	Top
2003-05-02 16:10:09	0 hours, 3 mins	product	Item 001: Brand ABC Cardboard Box
2003-05-02 16:09:55	0 hours, 3 mins	product	Item 002: Brand DEF Stapler
2003-05-02 16:09:47	0 hours, 4 mins	product	Item 003: Brand GHI Flower Arrangement
2003-05-02 16:09:39	0 hours, 4 mins	product	Item 004: Brand DEF High-Capacity Stapler
2003-05-02 16:09:34	0 hours, 4 mins	search	Search for "Cardboard Box"
2003-05-02 16:08:46	0 hours, 5 mins	product	Item 005: Love by Boss Mug
2003-05-02 16:08:42	0 hours, 5 mins	search	Search for "Stapler"
2003-05-02 16:06:55	0 hours, 6 mins	category	Home Page
2003-05-02 11:13:49	5 hours, 0 mins	category	Office Furniture

420

marketingid	campaign	keyword	total sales	total orders	phone sales	phone orders
<u>505</u>	<u>510</u>	<u>520</u>	<u>530</u>	<u>540</u>	<u>550</u>	<u>560</u>
1	yahoo	office desk	\$19.80	1	\$0.00	0
2	yahoo	file cabinet	\$19.90	1	\$0.00	0
3	yahoo	stapler	\$24.95	1	\$0.00	0
4	yahoo	cardboard box	\$35.40	1	\$35.40	1
5	yahoo	fax machine	\$39.99	1	\$0.00	0
6	yahoo	calculator	\$49.95	1	\$0.00	0
7	yahoo	graph paper	\$53.95	1	\$0.00	0
8	yahoo	love my boss mug	\$59.95	1	\$59.95	1
9	yahoo	flowers	\$61.85	1	\$0.00	0
10	altavista	office desk	\$63.55	1	\$0.00	0
11	altavista	file cabinet	\$69.95	1	\$0.00	0
12	altavista	stapler	\$119.95	1	\$119.95	1
13	altavista	cardboard box	\$119.95	1	\$0.00	0
14	altavista	fax machine	\$134.79	1	\$0.00	0
15	altavista	calculator	\$139.94	1	\$0.00	0
16	altavista	graph paper	\$149.94	1	\$149.94	1
17	altavista	love my boss mug	\$149.94	1	\$0.00	0
18	altavista	flowers	\$17.95	1	\$0.00	0
19	kanoodle	office desk	\$39.90	1	\$0.00	0
20	kanoodle	file cabinet	\$54.95	1	\$54.95	1
21	kanoodle	stapler	\$59.95	1	\$0.00	0
22	kanoodle	cardboard box	\$74.95	1	\$0.00	0
23	kanoodle	fax machine	\$79.98	1	\$0.00	0
24	kanoodle	calculator	\$88.80	1	\$88.80	1
25	kanoodle	graph paper	\$89.95	1	\$0.00	0
26	kanoodle	love my boss mug	\$99.99	1	\$0.00	0

Figure 5